

Feel the Energy!

City of Midland
Annual Report 2010



Letter from the Mayor

Midland is an electrifying outlet we call home. We are moving forward empowering our youth and citizens to be the future of this great community. The energy streaming within our organization is taking the City of Midland to a whole new level.

Midland has seen over a 12% growth in the past decade and the energy driven economy is improving quality of life. Our focus is the future of water, transportation and development; in addition to energizing our community services and public safety initiatives. The changing culture is generating a great today, and a shining tomorrow.

As you look at the 2010 Annual Report, it is easy to see our Energetic Community, Organization, Staff and Energy Efficient Economy. Midlanders are propelling to new heights. Midland is a great place to call home!



Midland
City
Council



Vision

Midland 2021, is a growing urban center in Texas, with a healthy economy and a vibrant downtown.

We enjoy great living, abundant leisure opportunities, and effective transportation – easy movement through our city.

Our diverse Midland Community works together for a bright sustainable future; our city is a recognized leader.

Mission

We, the employees of the City of Midland, are passionate and energetic about the service we provide to each other and our community.



Guiding Principles

1. Demonstrate integrity, respect and value everyone.
2. Exhibit professionalism by being accountable and dependable.
3. Exercise cooperation through dedication to serve others.

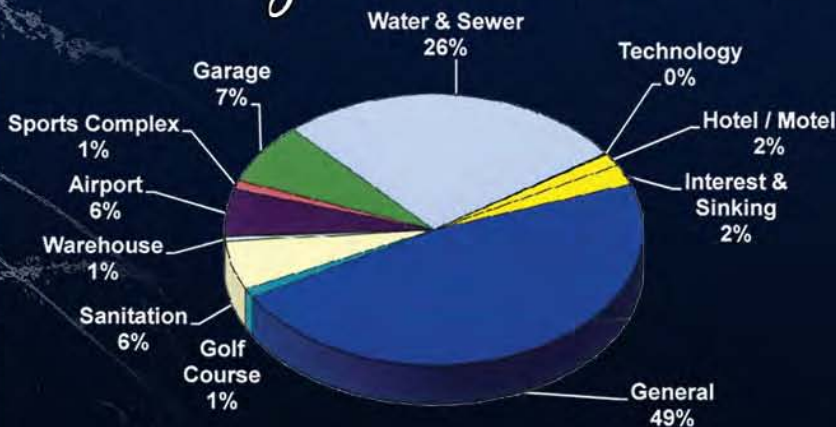


Residents Empowering Our Community

Population:	107,175 (est 2010)
Area:	71 Square Miles
Location:	West Texas - Midway between Dallas/Fort Worth along Interstate 20
Weather:	March/71 ; June/93 ; September/86 ; December/58
City Property Tax Rate:	47.85/per \$100 of valuation
Median Housing Value:	\$128,066
Median Age:	33.80
Median Household Income:	\$54,442
*Ethnicity Percent:	White – 71.80% / Hispanic – 37.46% / Black – 7.74% Other – 16.13% / Two or more races – 2.57% American Indian – 0.78%

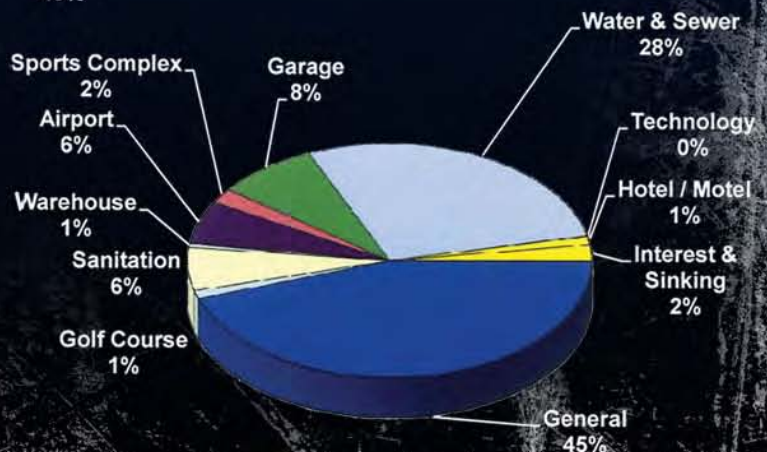
*These figures add up to more than 100% on this list because Hispanic and Latino Americans are distributed among all the races and are also listed as an ethnicity category, resulting in a double count.

Funding to Boost Our Economy



Combined Fund Revenues
As Budgeted For Fiscal Year 2011
\$160,412,026

Combined Fund Expenditures / Expenses
As Budgeted For Fiscal Year 2011
\$169,643,530



Employees Energizing Our Organization

The City of Midland formed a Culture Committee in January 2010 designed to bring together diverse groups of employees representing all departments. The committee initially focused on rediscovering the Council's vision and creating a Mission Statement, which incorporated the city's values and guiding principles. In addition, they reviewed current employee programs and facilitated the production of an employee video, featured on the City's Government channel. During the course of the year, members of the Southwest Airlines Culture Committee met with the group and shared their philosophy as it relates to their corporate culture. During this exchange, challenges to the success of the program were discussed and suggestions were offered for the committee to strive toward a common goal and ways to get the message to all employees throughout the City of Midland. Ultimately, the Culture Committee is fostering a culture that recognizes that city employees are number one. Can You Feel The Energy?



Education Propelling Our Citizens

Midland 101 was created and implemented to educate Midland citizens. The mission of the Midland 101 program is to familiarize citizens with the structure, function, and purpose of Midland city government, and to equip and encourage participants to assume a leadership role within the community.

Development Creating an Outlet for Our Future

During 2010 the Community Development Division plugged into our future:

- 37 lots were purchased for future affordable housing development
- 14 homes were completed which were occupied by low income families on previously purchased land
- 10 home buyers were assisted on the purchase of new homes
- 2 reconstruction projects were completed for low income homeowners
- 51 minor repairs projects were completed for low income homeowners
- 10 dilapidated structures were demolished

Downtown Development is creating new outlets and opportunities. Most notable in 2010, was the continued construction on the Permian Plaza project and American State Bank project. The Permian Plaza includes a renovation of the Hightower Building and the building located at 511 W. Ohio Avenue, plus a new parking structure with a public parking component, located on the former site of the Belt Buckle Building. The American State Bank project is a complete renovation of the former Bill Williams Tire Center facility.

"After 5" energy in downtown, may also intensify with expected future renovations to the Yucca Theater and the historic Ritz Theater. Both entities made formal presentations to the Downtown Tax Increment Refinance Zone (TIRZ) board, in late 2010 for potential TIRZ participation. The Yucca is exploring an expansion of the iconic theater, which could potentially allow for cinema, more comfortable seating, and a future partnership with the Midland Arts Assembly. The historic Ritz Theater is planned to be the future home of the Ritz Cultural Events Center. It would be a renovation of the entire structure, including a complete façade restoration. It is planned to be a first class venue for music, theater, dance, and cinema.

Midland County moved operations from the historic courthouse building to the Heritage Center. This transition brings new activity to the north portion of downtown, while creating an opportunity for a fresh and vibrant use for the former courthouse building. The old courthouse architecturally represents the heart of downtown Midland.

Parks & Recreation Generating Fun

The Martin Luther King Jr. Community Center is getting reenergized. Originally built in the mid-1980's as a YMCA, the City of Midland obtained ownership of the 23,000 square foot facility in 1999. It was opened to the public in 2000 as a citywide community center offering recreational activities, along with, space for meetings and special events.

The Martin Luther King Jr. Community Center is the only city-owned community center in Midland, and is used extensively by individuals and groups. The Midland City Council has realized the important function this facility serves, and through the 2009 Certificate of Obligation Bonds approved \$1.7 million toward additions and improvements to the facility. In 2010, The City of Midland received an additional \$500,000 from the U.S. Department of Housing and Urban Development as part of their Economic Development Initiative. The scope of the project will include the main building, gymnasium, pool building, general facility improvements and theatre building improvements.



The Parks and Recreation Division worked hard to generate the fun of many parks by adding new equipment such as swings, slides and climbers, replacing lights, renovating restrooms, baseball fields, bleachers, fencing, walking trails and planting trees and flower beds just to name a few to the below locations in the City of Midland.

Ida Jo Moore
Bradford Park
Ulmer Park
Reyes/Mashburn/Nelms Park
City Hall
Holiday Hill Road
Bowie, Milam, Bonham, Rusk, Bunche and DeZavala Elementary

Henderson Park
Butler Park
Hogan Park
Scharbarbuer Sports Complex
Doug Russell Pool
Citibank Ball Field

Transportation Mobilizing Our Region

In 2008, the Transportation Division purchased an Advanced Transportation Management System (ATMS). ATMS will better traffic mobility in Midland by improving travel time throughout the city due to the capabilities of management of timing plans and traffic volumes.

In 2010, many additions and improvements were made to ATMS. Some of these included adding equipment to better communicate between Police vehicles and their online system; adding a signalized intersection and installing seven new vehicle detection cameras.

Ongoing changes are made to the system in order for operation to be effective, these included; entering data into the software for traffic flow and synchronization, adjusting routing radios to optimize the incoming signal and addressing technical aspects to bring the City of Midland into the wireless communication ring.

The Advanced Transportation Management System (ATMS) allows for continuous growth and is virtually unlimited in regard to expandability. The system is user friendly and cost effective to maintain.

In 2010, Transportation made an effort to concentrate on potholes and skin patches throughout the city. With the help of a new piece of equipment (DuraPatcher), Transportation was able to repair 159,436 square feet of pavement, which is approximately equivalent to 39,859 - 2'x2' potholes. That is more than double from 2009.



Water Sustaining Our Lives

In order to maintain adequate levels of water, the Utilities Department completed several projects in 2010. The new Northwest Elevated Water Tower was completed and placed in service. This provides an additional 2-million gallons of potable water to our system and should be instrumental in addressing the long-standing low pressure issues in the northeastern portion of the city.

The new booster station serving UTPB's CEED and Performing Arts facilities was completed and became operational. This facility will provide all necessary customary and fire flows to these facilities.

Construction at the Water Purification Plant was essentially completed in 2010; all final testing should be complete by March of 2011. This project upgraded obsolete electrical and electronic systems, provided additional potable water storage, increased pumping capacity, and updated the chemical delivery systems.

Finally, the Water Pollution Control Plant also saw improvements. The pumps at the front of the plant were replaced, two of the digesters that handle solids were rehabilitated, failing piping was replaced, and obsolete electrical equipment was replaced.

The city has continued to monitor the dwindling water supplies from our main water supplier, the Colorado River Municipal Water District (CRMWD). In looking at the three lakes which supply our water, Lakes Thomas, Spence, and Ivie; only Lake Thomas saw increased levels at the end of the year. While these lakes are not expected to refill annually, the declining storage in them will result in CRMWD reducing deliveries for the first time in their history. Midland's additional source, Paul Davis Well Field, is blended to meet standards. The city is investigating options to bring this water to regulatory standards and increase the reliability of delivery.

These declining lake levels have catalyzed the city to search for additional supplies. During 2010, the city entered into discussions with other cities in the region to search for additional water resources. These negotiations and development of these projects will take several years, but should result in water supplies for the city for the next 50 years.

Public Safety Response Securing Our Peace-of-Mind

The Midland Fire Department also did its part to protect Midlands's vital source – its residents. The department reached some benchmarks in 2010, starting with the received 11,694 total calls for service and 8,897 calls for EMS service. Fire Prevention Month and other safety education programs for school- aged students reached over 7,000 youth. Not only was the younger population electrified, but the firefighters received new bunker gear after a testing trial in order to be compliant with new regulations.

Fire Department records management switched over to the new Computer Aided Dispatch (CAD) system, Tiburon. This system is a dispatch and call information system that allows firefighters to see critical call information while en-route to the emergency. The EMS records management also switched over to a new electronic patient record to improve field reporting and data collection. This system allows paramedics to capture pertinent patient history and treatments.

The Midland Police Department saw a decrease in crime in 2010, giving residents peace-of-mind. The decrease in crime is attributed to its partnership with the community, plus the hard work and dedication of officers and detectives. During the year, MPD rolled out a PSA aimed at raising auto burglary awareness. The department also went online with a web-based mapping application. The online tool allows residents to access, plus map crime data and set up e-mail alerts to warn them of crime occurring in and around their neighborhood.

The department's burglary reduction strategy, implemented in June 2010, helped reduce reported burglaries a total of 20.8% by the end of the year.

**See Crime Graph on next page*



2010 Crime Statistics

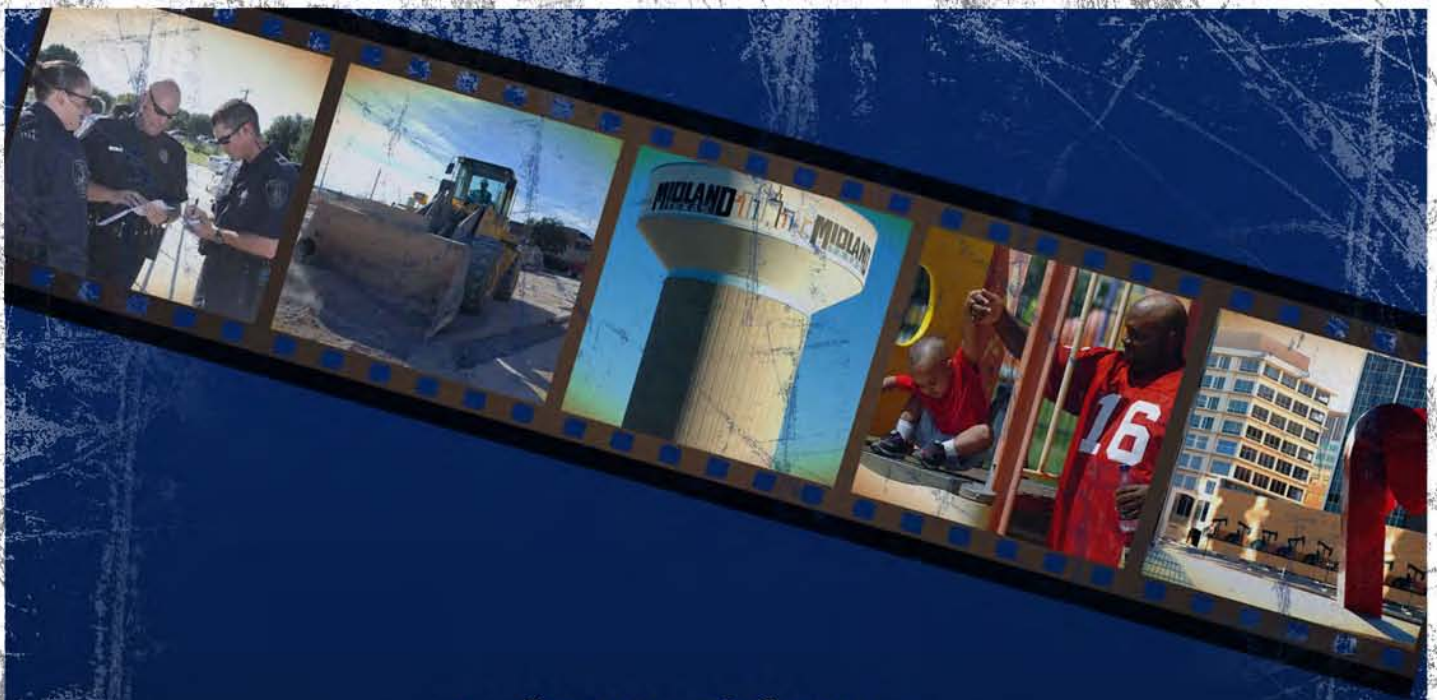
Crime	2009	2010	Percent increase/decrease
Murder & Manslaughter by Negligence	5	3	-40%
Forcible Rape	59	45	-23.7%
Robbery	85	65	-23.5%
Aggravated Assault	286	296	+3.5%
Burglary	909	893	-1.8%
Theft	2,845	2,458	-13.6%
Auto Theft	171	148	-13.5%
TOTAL	4,360	3,908	-10.4%



From the City Manager

The City of Midland staff of over 900 has amazing energy and vision for the city. The employees have raised the bar to be the best. They not only have passion to serve the community, but to become one and serve each other. Our staff works together with integrity and professionalism to serve its residents with a smile. As you have read, they have empowered our community and achieved tremendous accomplishments. Can you feel the energy?

Courtney Syp



MIDLAND
Feel the Energy!



www.midlandtexas.gov

